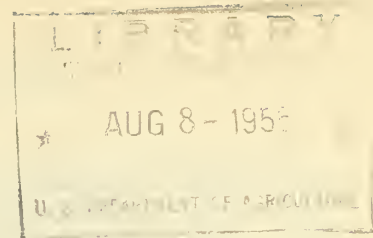


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Consumer PURCHASES OF FRUITS AND JUICES

MAY
1955



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice, and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN MAY 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Purchases of oranges and orange products by household consumers in May 1955 equaled about 7,300,000 boxes of fruit, almost a tenth more than in May 1954. Householders bought larger quantities of fresh oranges, frozen concentrated orange juice, canned single-strength orange and orange-grapefruit blended juices, and canned single-strength orangeade than a year earlier. Prices reported paid for these products were almost unchanged to slightly higher than in May last year, with the exception of fresh oranges, for which lower prices were paid.

Household purchases of grapefruit and grapefruit products, on a fresh equivalent basis, were almost 9 percent greater in May this year than last. This increase was the result of larger purchases of canned single-strength grapefruit and orange-grapefruit blended juices. Fresh grapefruit purchases were almost unchanged. Prices reported paid for fresh grapefruit and grapefruit products averaged higher than a year ago.

On a fresh equivalent basis, purchases of lemons and lemon products were about a fourth larger in May 1955 than a year earlier. Larger purchases of frozen concentrate for lemonade, fresh lemons, and canned single-strength lemon juice contributed to this increase. An outstanding development was the sharp increase in purchases--over 70 percent--of frozen concentrate for lemonade compared with a year earlier.

Household purchases of canned pineapple juice during May 1955 were substantially higher than in May 1954, while tomato juice purchases were lower.

Consumers reported buying larger quantities of frozen concentrated grape juice during May 1955 than in any month since this series of reports began in October 1949. Prices paid were down from a year earlier.

FROZEN JUICES AND ADES

Householders purchased about a sixth more frozen concentrated juice in May 1955 than a year earlier. Purchases were also slightly larger than during the preceding month, and were reported by almost a third of the nation's families, a moderately larger proportion than a year earlier.

Consumer purchases of frozen concentrated orange juice during May 1955 were at about the same level as during the preceding months, March and April--5 million gallons. Purchases, however, were well above those reported in May 1954 (fig. 4). This increase was primarily the result of buying by more families, 30.2 percent in May 1955 compared with 27.3 percent a year earlier. Prices reported paid by householders averaged 15.3 cents a 6-ounce can--slightly higher than a year ago (table 2)

A larger volume of frozen concentrated grape juice was reported purchased by householders during May 1955 than in any month since this series began in October 1949. The quantity purchased was about 10 percent larger than a year earlier. Slightly more families reported purchases of this product during the month than a year earlier, but the increase was primarily the result of larger purchases by buying families--3.2 of the 6-ounce cans compared with 2.5 cans in May 1954. Prices reported paid by householders averaged 20.5 cents a 6-ounce can during May 1955 compared with 21.8 cents a year earlier.

Consumer purchases of frozen concentrate for lemonade during May 1955 continued to be larger than in the corresponding month a year earlier. Householders bought almost 900,000 gallons of this product, an increase of about 70 percent compared with the previous May. Frozen concentrate for lemonade was purchased by more families, and families that bought this product purchased larger quantities than a year earlier. Householders reported prices paid that averaged 2.2 cents a 6-ounce can less than during May 1954.

Household purchases of shelf-pack concentrate for orangeade during May 1955 were larger than in the preceding month but were substantially lower than in May 1954. Prices reported paid for a 6-ounce can averaged about 1 cent higher than a year earlier. Although buying families reported buying larger quantities of this product during the month than a year earlier, a smaller proportion of the nation's families reported purchases.

About 440,000 cases (equivalent No. 2 cans) of canned single-strength orangeade were reported purchased by householders during the month at an average price of 27.5 cents a 46-ounce can. This was about a fourth more than consumers reported buying in May last year. Prices reported paid were almost unchanged (table 1).

CANNED JUICES

Total household purchases of canned single-strength juices in May 1955 totaled about 7,500,000 cases (equivalent No. 2 cans), and were almost a million cases above May a year ago. Smaller purchases were reported for only tomato juice and grape juice. Prices paid by consumers averaged higher for all canned juices except pineapple, prune, and grape juice, which were somewhat lower.

Household purchases of canned single-strength orange juice in May were about a tenth larger than a year ago. Average quantities purchased by buying families increased slightly in May, although the percentage of families buying remained almost unchanged from a year ago. Prices reported paid remained about the same (table 1).

Consumer purchases of canned single-strength grapefruit juice in May rose more than a fourth above a year earlier. Prices paid averaged almost 2 cents a 46-ounce can higher than in May a year ago.

Householders bought about 12 percent more orange-grapefruit blended juice in May than a year earlier. Prices paid for blended juice averaged 28 cents a 46-ounce can, up 1 cent from May 1954.

Canned and bottled lemon juice purchases in May 1955 were up more than a fourth from a year earlier. Prices reported paid by consumers were almost unchanged.

Household consumers bought almost 10 percent less tomato juice in May 1955 than in May 1954. Prices paid were up more than a cent a 46-ounce can. Compared with a year ago, the decrease accompanied reductions in the percentage of families buying and in purchases per buying family.

Household purchases of canned pineapple juice in May were up sharply from a year earlier. Prices reported paid in May, 27 cents a 46-ounce can, were the lowest since this series began in October 1949. Among the canned single-strength juices, tomato juice and pineapple juice have ranked in first and second places, respectively, for the fourth month in a row. In May more families bought pineapple juice than canned single-strength orange juice, but purchases per buying family averaged about 1.9 of the 46-ounce cans of pineapple juice compared with about 2.2 cans of orange juice.

Purchases of grape juice were slightly below May a year ago. Prices paid were about 2 cents a 24-ounce bottle lower. Prune juice purchases were up from May 1954. Prices were slightly lower.

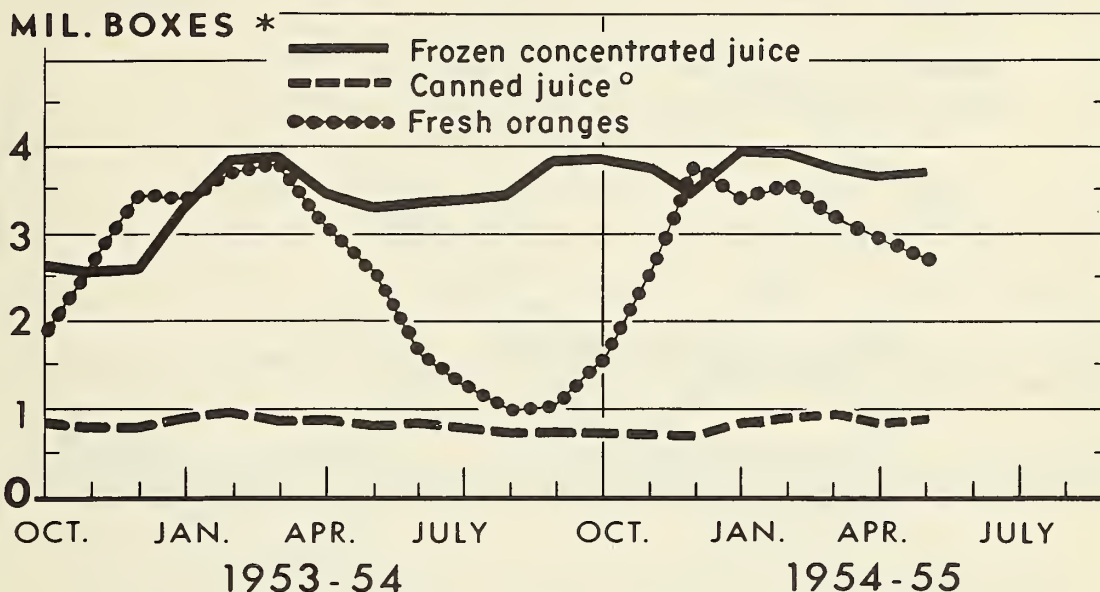
FRESH CITRUS FRUIT

Householders bought more fresh oranges in May 1955 than in May 1954. On a box basis, purchases of Florida oranges were almost unchanged from a year ago, while purchases of California-Arizona oranges rose about 10 percent. Prices reported paid for Florida oranges were almost 3 cents a dozen lower than in May a year ago, while prices paid for California-Arizona oranges decreased only slightly. Almost 42 in 100 families reported buying fresh oranges in May, compared with 39 a year earlier (table 3).

Householders bought about 1,500,000 boxes of fresh grapefruit in May, almost the same as a year earlier. They paid an average of 93 cents a dozen for grapefruit during the month, about 10 cents a dozen higher than in the preceding month and in May 1954.

Householders bought about 400,000 boxes of fresh lemons in May 1955. Purchases were up about a sixth from May 1954, with more families buying during the month and with larger purchases per buying family. Lemons cost householders an average of 42 cents a dozen in May, almost 2 cents less than a year ago.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT ° INCLUDES 1/2 OF ORANGE-GRAPEFRUIT BLEND PURCHASES
 SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-55 (6) AGRICULTURAL MARKETING SERVICE

Figure 1

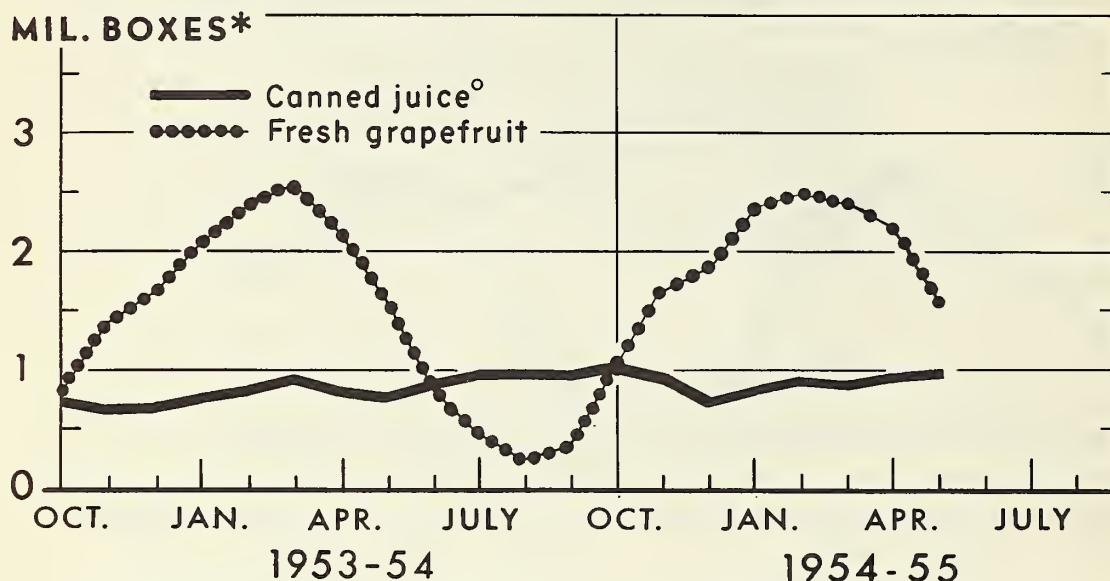
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,574	1,825	3,850	2,633	722	809	6,146	5,267
November	2,518	2,626	3,769	2,559	713	773	7,000	5,958
December	3,764	3,459	3,486	2,521	711	773	7,961	6,823
October-December 2/	8,612	8,552	11,917	8,367	2,299	2,556	22,828	19,475
January	3,400	3,383	3,984	3,326	830	891	8,214	7,600
February	3,555	3,702	3,972	3,843	897	955	8,424	8,500
March	3,181	3,808	3,775	3,885	912	828	7,868	8,521
October-March 2/	19,543	20,371	24,599	20,486	5,177	5,491	49,319	46,348
April	2,965	3,096	3,685	3,459	841	862	7,491	7,417
May	2,709	2,585	3,700	3,285	872	794	7,281	6,664
June		1,632		3,336		821		5,789
October-June 2/		28,215		31,396		8,220		67,831
July		1,293		3,399		795		5,487
August		998		3,462		721		5,181
September		1,011		3,843		730		5,584
Season 2/		31,759		42,995		10,674		85,428

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT ^o INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-55 (6) AGRICULTURAL MARKETING SERVICE

Figure 2

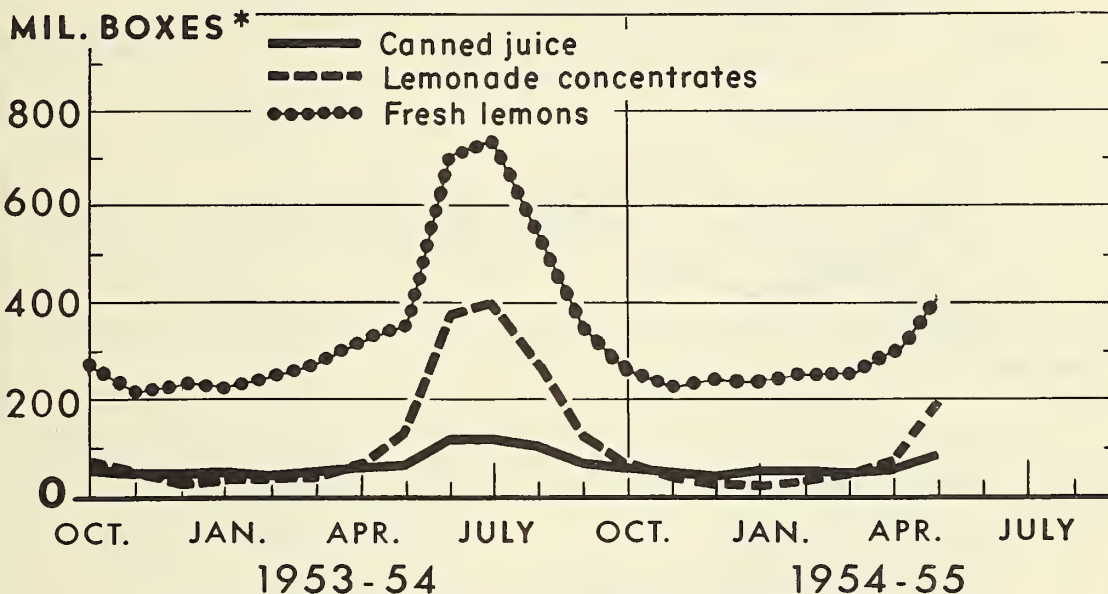
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes
October	1,053	836	1,037	724	2,090	1,560
November	1,694	1,411	911	665	2,605	2,076
December	1,895	1,688	725	676	2,620	2,364
October-December 2/	5,121	4,331	2,847	2,191	7,968	6,522
January	2,330	2,092	882	745	3,212	2,837
February	2,498	2,382	907	802	3,405	3,184
March	2,387	2,579	887	915	3,274	3,494
October-March 2/	12,995	12,027	5,734	4,871	18,729	16,898
April	2,162	2,122	924	811	3,086	2,933
May	1,552	1,561	978	767	2,530	2,328
June		826		842		1,668
October-June 2/		16,858		7,431		24,289
July		442		989		1,431
August		237		986		1,223
September		348		977		1,325
Season 2/		17,933		10,634		28,567

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-55 (6) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice ^{1/}		Concentrate for lemonade				Total	
					Frozen		Total ^{2/}			
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December	243	232	44	43	27	25	29	26	316	301
October-December ^{3/}	719	719	147	144	113	128	125	134	992	997
January	234	223	51	49	26	29	27	32	312	304
February	251	246	48	42	29	27	31	32	330	320
March	252	278	46	50	41	33	43	35	341	363
October-March ^{3/}	1,583	1,591	318	308	224	231	241	248	2,142	2,147
April	307	321	54	60	68	55	72	61	433	442
May	407	352	84	67	187	124	197	135	688	554
June		706		119		346		378		1,203
October-June ^{3/}		3,078		577		828		897		4,552
July		738		120		373		399		1,257
August		545		102		247		266		913
September		352		61		111		121		534
Season ^{3/}		4,843		881		1,622		1,749		7,473

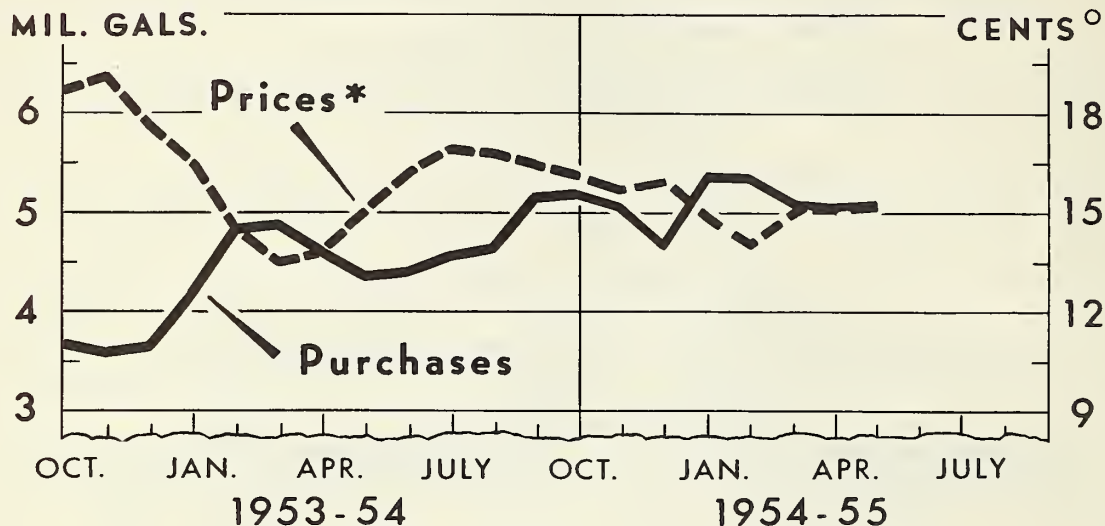
^{1/} Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

^{2/} Includes shelf pack lemonade base.

^{3/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

PER 6 OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-55 (6) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

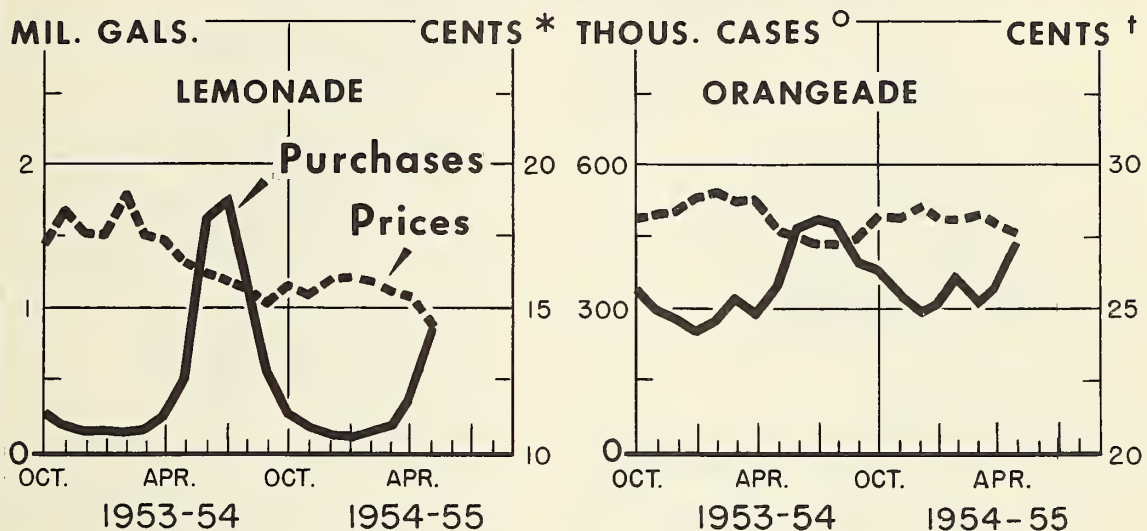
Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents
October	5,161	3,688	16.1	18.6
November	5,052	3,584	15.7	19.1
December	4,673	3,629	15.9	17.7
October-December 1/	15,974	11,718		
January	5,377	4,189	14.9	16.5
February	5,360	4,840	14.0	14.6
March	5,094	4,893	2/14.8	13.4
October-March 1/	33,089	26,981		
April	5,090	4,570	15.2	13.8
May	5,111	4,339	15.3	15.1
June		4,407		16.2
October-June 1/		41,393		
July		4,556		16.9
August		4,641		16.8
September		5,152		16.4
Season 1/		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
* PER 6 OUNCE CAN ° EQUIVALENT CASES OF 24 #2'S † PER 46 OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-55 (6) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	244	267	15.7	17.2	373	336	28.2	28.1
November	167	162	15.4	18.4	326	295	28.1	28.2
December	127	102	16.0	17.5	290	274	28.5	28.3
October-December 2/	568	559			1,070	966		
January	121	121	16.2	17.5	306	254	28.1	28.8
February	136	114	15.9	18.9	361	272	28.0	29.0
March	194	139	15.5	17.4	311	317	28.2	28.7
October-March 2/	1,061	956			2,136	1,922		
April	321	230	15.3	17.3	348	285	27.9	28.8
May	887	514	14.3	16.5	436	350	27.5	27.7
June		1,638		16.2		464		27.4
October-June 2/		3,540				3,150		
July		1,769		15.9		488		27.2
August		1,172		15.7		478		27.2
September		525		15.1		390		27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

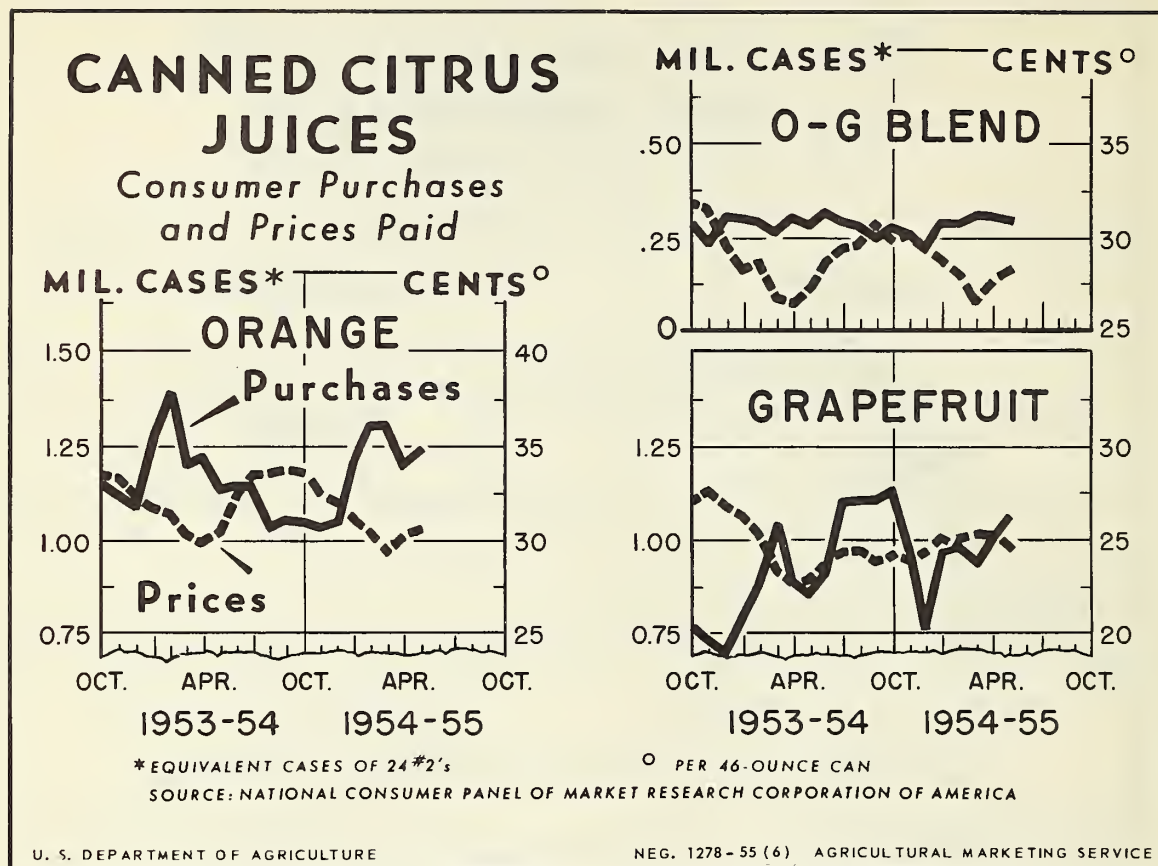


Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,054	1,155	33.4	33.4	1,127	764	24.1	27.1	276	295	29.9	31.8
November	1,043	1,128	32.4	33.3	978	721	24.0	27.6	267	233	30.1	31.6
December	1,056	1,087	32.0	32.2	767	695	24.6	26.9	235	314	29.4	29.4
October-December 2/	3,381	3,618			3,060	2,323			824	914		
January	1,212	1,285	31.0	31.7	952	804	25.1	26.1	285	300	28.6	28.1
February	1,321	1,391	30.4	31.3	984	880	24.6	25.2	283	294	28.1	28.5
March	1,326	1,203	29.5	30.1	939	1,041	25.2	23.3	322	262	26.5	26.8
October-March 2/	7,591	7,832			6,157	5,306			1,795	1,852		
April	1,190	1,225	30.2	29.8	1,006	884	25.2	22.5	312	310	27.7	26.3
May	1,241	1,133	30.6	30.3	1,077	845	24.6	22.9	307	274	28.3	27.2
June		1,149		32.2		913		23.8		329		28.5
October-June 2/		11,667				8,119				2,825		
July		1,146		33.5		1,103		24.2		284		29.6
August		1,032		33.5		1,105		24.3		274		29.5
September		1,058		33.8		1,106		23.8		249		30.7
Season 2/		15,201				11,710				3,712		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

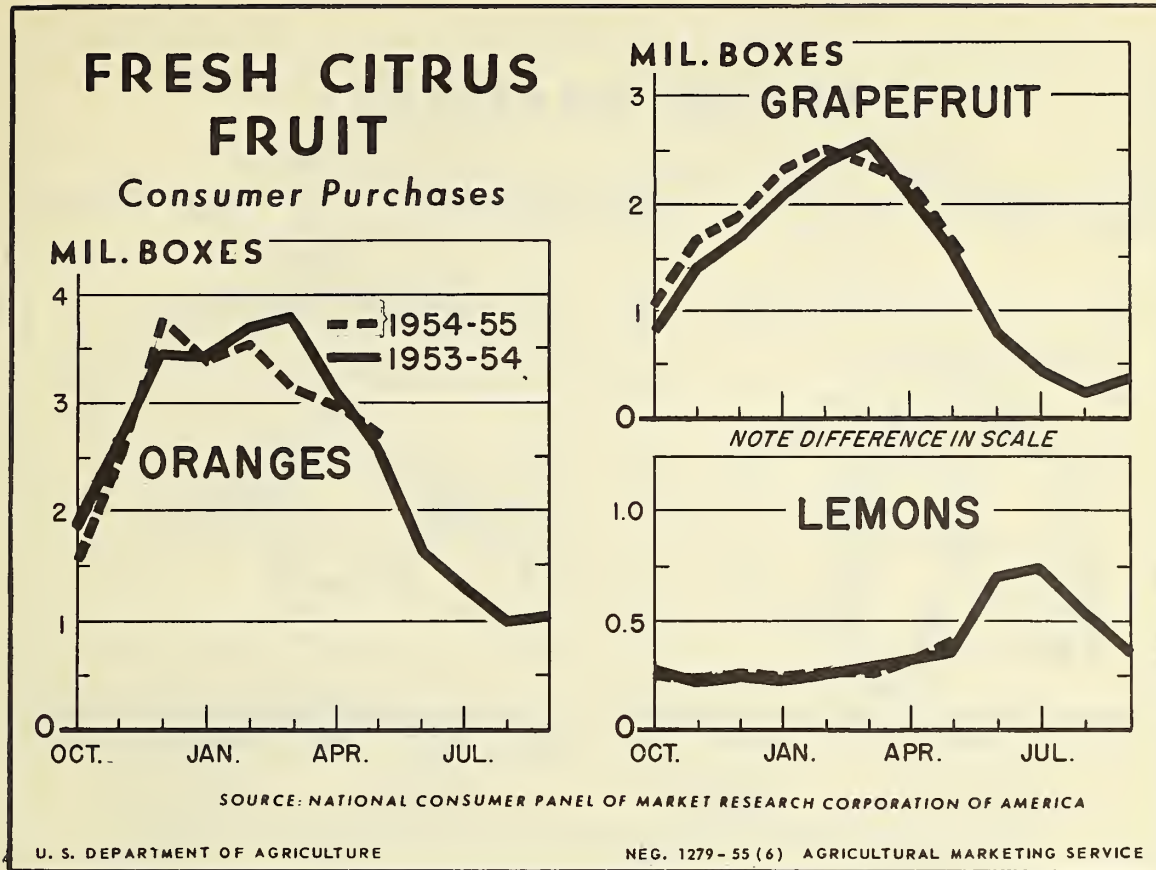


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	per dozen	per dozen	1954-55	1953-54	per dozen	per dozen	1954-55	1953-54	per dozen	per dozen
	1,000	1,000			1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,574	1,825	45.6	37.5	1,053	936	92.8	91.5	252	274	45.1	45.8
November	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6
December	3,764	3,439	35.1	36.7	1,895	1,683	74.9	82.5	243	232	45.0	47.0
October-December 1/	8,612	8,552			5,121	4,331			785	774		
January	3,400	3,383	37.1	37.6	2,330	2,092	74.2	78.2	234	223	46.2	47.5
February	3,555	3,702	37.3	38.1	2,498	2,382	73.4	73.9	251	246	44.0	46.0
March	3,181	3,808	39.8	38.8	2,387	2,579	78.4	73.4	252	278	42.9	45.8
October-March 1/	19,543	20,371			12,995	12,027			1,583	1,591		
April	2,965	3,096	42.2	41.2	2,162	2,122	82.9	77.9	307	321	41.3	43.8
May	2,709	2,535	42.8	44.2	1,552	1,561	93.3	83.0	407	352	41.9	43.7
June		1,632		47.6		826		20.0		706		44.1
October-June 1/		28,215				16,858				3,078		
July		1,293		50.1		442		97.9		738		42.7
August		993		54.1		237		110.4		545		42.5
September		1,011		54.2		348		105.5		352		43.2
Season 1/		31,759				17,933				4,843		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

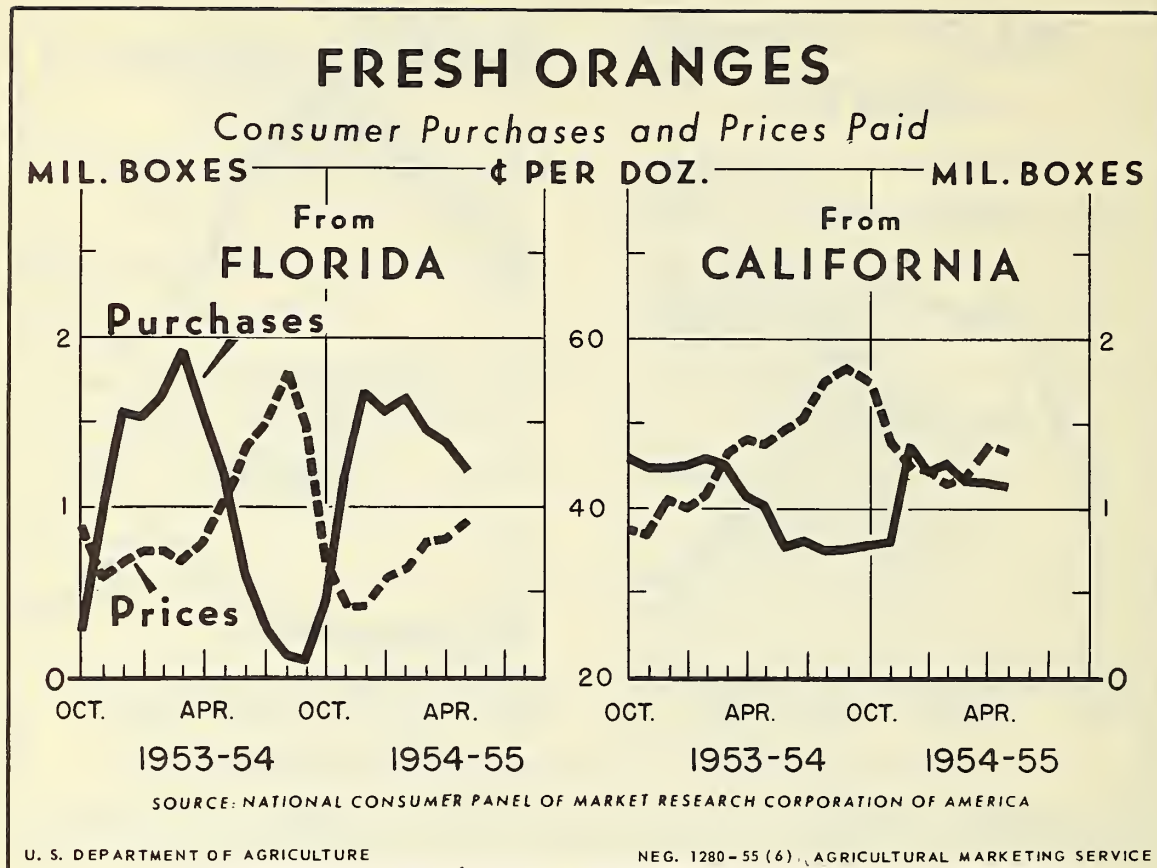


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December	1,694	1,578	28.3	33.2	1,374	1,227	44.5	41.0
October-December 1/	3,660	3,141			3,271	3,999		
January	1,560	1,529	31.4	34.6	1,234	1,236	44.4	40.1
February	1,632	1,671	32.7	34.9	1,261	1,307	43.0	41.7
March	1,471	1,921	35.8	33.4	1,170	1,245	43.8	46.5
October-March 1/	8,704	8,679			7,206	8,128		
April	1,380	1,537	36.7	35.6	1,125	1,061	47.8	48.6
May	1,204	1,166	38.3	41.1	1,116	1,010	46.4	47.1
June		600		47.0		763		49.2
October-June 1/		12,220				11,167		
July		291		49.7		806		50.9
August		112		55.8		740		54.9
September		76		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.- Canned single-strength juices and ades: U. S. total consumer purchases and average price, May 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1955	1954	1955	1954	Purchases		Quantity per purchase			1955	1954
					1955	1954	1955	1954			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.8	11.0	1,241	1,133	1.7	1.8	60.1	56.3	46	30.6	30.3
Grapefruit	9.3	8.1	1,077	845	1.5	1.6	67.1	68.9	46	24.6	22.9
Orange & gfft. blend	3.2	3.2	307	274	1.4	1.6	59.6	55.5	46	28.3	27.2
Lemon	3.6	3.3	73	57	1.2	1.2	15.0	15.1	5-1/2	13.2	13.0
Grape	4.5	5.5	209	222	1.4	1.4	29.0	28.8	24	33.1	35.2
Pineapple	14.2	11.8	1,442	988	1.5	1.5	59.4	52.0	46	27.0	31.7
Prune	7.8	6.3	587	447	1.7	1.7	39.5	34.2	32	32.2	33.0
Tomato	18.7	20.8	1,749	1,937	1.5	1.7	54.6	54.2	46	26.3	25.1
Total 2/	49.5	48.3	7,511	6,596	2.6	2.7	52.0	49.3			
Canned ades											
Orangeade	3.5	3.1	436	350	1.7	1.6	67.3	62.4	46	27.5	27.7

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

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Table 2.- Frozen concentrated juices and ades: U. S. total consumer purchases and average price, May 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1955	1954	1955	1954	Purchases		Quantity per purchase			1955	1954
					1955	1954	1955	1954			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	30.2	27.3	5,111	4,339	2.3	2.5	19.5	19.0	6	15.3	15.1
Grape	5.2	5.1	358	323	1.5	1.6	12.4	10.6	6	20.5	21.8
Other concentrates	1/	1/	280	201	1/	1/	13.9	12.2	6	15.5	16.5
Total	32.5	30.3	5,749	4,863	2.5	2.7	18.5	17.8			
Concentrated ades											
Frozen											
Lemonade	9.5	6.6	887	514	1.5	1.4	16.5	14.6	6	14.3	16.5
Shelf pack											
Orangeade	1.6	2.1	159	200	1.6	1.6	16.3	14.6	6	16.6	15.8

1/ Information not available.

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Table 3.- Fresh citrus fruit: U. S. total consumer purchases and average price,
May 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	21.5	21.7	1,116	1,010	1.8	2.0	12.7	12.0	46.4	47.1
Florida	17.0	16.8	1,204	1,166	2.1	2.2	13.6	12.5	38.3	41.1
Unidentified	9.2	9.6	372	379	1.5	1.6	11.7	11.0	42.3	44.5
Total 1/	41.5	39.4	2,709	2,585	2.1	2.4	12.8	12.0	42.8	44.2
Grapefruit										
California-Arizona	2.7	3.4	161	202	1.7	1.7	5.4	5.6	86.4	68.0
Florida	14.5	14.3	891	834	2.0	2.1	4.5	4.6	95.4	86.6
Unidentified	9.2	9.6	443	472	1.5	1.7	4.5	4.7	92.6	83.1
Total 1/	24.4	26.5	1,552	1,561	2.0	2.1	4.6	4.7	93.3	83.0
Lemons	26.3	23.7	407	352	1.6	1.6	6.9	6.4	41.9	43.7
Total 2/	58.7	56.4	4,669	4,503	3.0	3.4	9.3	8.7	48.9	50.3

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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